

A M E N D M E N T S T O T H E C L A I M S

1. (CURRENTLY AMENDED) A method comprising:
receiving order information based on an order of a customer; and
determining an offer for the customer based on:

~~the order information and~~

a round-up amount and

at least one of

a genetic program and

a genetic algorithm.

2 – 5. (CANCELLED)

6. (ORIGINAL) A device, comprising:
a processor; and
a storage device coupled to the processor and storing instructions adapted to
be executed by said processor to perform the method of claim 1.

7. (PREVIOUSLY AMENDED) A medium storing instructions adapted
to be executed by a processor to perform the method of claim 1.

8. (CANCELLED)

9. (CURRENTLY AMENDED) ~~The method of claim 1, further comprising:~~

A method comprising:
receiving order information based on an order of a customer;
determining a transaction total based on the order information; and
calculating a difference between the transaction total and a next highest
dollar amount greater than the transaction total; and
determining an offer for the customer based on:
the difference and
at least one of
a genetic program and
a genetic algorithm.

10. (CANCELLED)

11. (CURRENTLY AMENDED) The method of claim 10, further comprising:

determining an amount of sales tax associated with the transaction; and
in which determining the offer for the customer is further based on the amount of sales tax.

and in which determining an offer for the customer based on the order information and at least one of a genetic program and a genetic algorithm comprises:

determining an offer for the customer based on:

the difference,
the amount of sales tax, and
at least one of
a genetic program and
a genetic algorithm.

12. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

displaying the offer on a display.

13. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

determining a transaction total based on the order information;
providing the offer to the customer;
receiving an indication of acceptance of the offer;
generating new order information representing at least one additional product being added to the order information; and
determining a new transaction total based on the new order information.

14. (CURRENTLY AMENDED) The method of claim 1, ~~in which determining an offer comprises~~

in which determining an offer for the customer is further based on:

~~the order information;~~

~~at least one of a genetic program and a genetic algorithm; and~~

~~historical offer criteria.~~

15. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

generating a plurality of genetic programs, in which each genetic program is given an opportunity to generate at least one respective offer.

16. (PREVIOUSLY PRESENTED) The method of claim 15, further comprising:

selecting at least one of the plurality of genetic programs at random to generate a respective offer.

17. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

generating a base set of rules based on historical order information;

creating new rules based on:

the base set of rules, and

additional historical information; and

optimizing the new rules based on experience from orders.

18. (PREVIOUSLY PRESENTED) The method of claim 1, in which determining the offer comprises:

determining a respective score for each of a plurality of potential offers.

19. (PREVIOUSLY PRESENTED) The method of claim 1, further comprising:

determining a first plurality of genetic programs;

determining a respective fitness of each genetic program of the plurality of genetic programs; and

determining a second plurality of genetic programs based on the first plurality of genetic programs and its respective fitness.

20. (PREVIOUSLY PRESENTED) The method of claim 19, in which determining the second plurality of genetic programs comprises:

modifying at least one genetic program of the first plurality of genetic programs.

21. (PREVIOUSLY PRESENTED) The method of claim 19, in which determining the second plurality of genetic programs comprises:

generating at least one new genetic program using a crossover process.

22. (PREVIOUSLY PRESENTED) The method of claim 19, in which determining the second plurality of genetic programs comprises:

generating at least one new genetic program using a replication process.

23. (PREVIOUSLY PRESENTED) The method of claim 19, in which determining the second plurality of genetic programs comprises:
generating at least one new genetic program using a mutation process.

24. (PREVIOUSLY PRESENTED) The method of claim 1,
in which the customer is at a retail store; and
further comprising:

displaying the offer to the customer via a display at the retail store.

25. (PREVIOUSLY PRESENTED) The method of claim 18, in which the retail store comprises a quick service restaurant.

26. (PREVIOUSLY PRESENTED) The method of claim 18, in which the offer comprises an offer for at least one food item.